**REVIEW ON ADVERTISEMENT AND PROMOTIONAL STRATEGY**

**BHADRAPPA HARALAYYA**

PROFESSOR AND HOD

DEPARTMENT OF MBA

LINGARAJ APPA ENGINEERING COLLEGE BIDAR-585403

[bhadrappabhavimani@gmail.com](about:blank)

Orcid id-0000-0003-3214-7261

**ABSTRACT**

Promotion may be a marketing tool, used as a technique to speak between sellers, and buyers. Through this, vendor tries to influence and convince buyers to shop for their products or services. It assists spreading word about merchandise, or service or company to people. The company uses process to enhance its public image. This interest within mindset of purchasers and may are also retain them as a loyal customer.  
Promootion may fundamental component of marketing mix, which has 4 Ps: product, price, place, and promotion. It is also an important element promotional plan or mix, which incorporates advertising, self and advertisement, marketing publicity, trade. It helps to outspread word or awareness, promote any newly launched service, goods or a corporation. The company uses advertising as a promotional tool because it reaches a mass of individuals during a few seconds. Advertisement is communicated through many traditional media like radio, television, outdoor advertising, newspaper or social media. Other contemporary media that support advertisement are social media, blogs, text messages, and websites.

**1. INTRODUCTION**

In Of india, in the same way as other different countries, home supporting industry is surely an industry that consists of the car project in addition to this way is surely an organization and incorporates modern vehicles, multipurpose autos, traveller cars, - wheelers, 3 - wheeled engines, and a few - wheelers. Typically the

venture has consumed splendid steps because and due to way that unfamiliar primary financing (FDI) in 1993. It includes a single inkages with the remainder of the monetary framework, and subsequently, a multiplier influence. These results in self promoting businesses are the drivers of period of prosperity.

Starting up from the main auto drove out on the tracks of Mumbai (then, at that time, Bombay) in 1898. In the early amount auto undertaking overlooked through the specialists then the inclusion become likewise presently not ideal. liberalization regulations and different charge requests significantly have an effect on India's Automobile Sector, that is at the moment creating at a pace of rounded 25% reliable with annum, has develop to be a hot objective for overall automakers like Volvo, General Motor, Ford, Hyundai, Acara susunan acara Motors and other huge players are growing gradually.

Right now, the Indian vehicle industry has acquired the option to supply different varieties of vehicles and can be partitioned into o3 enormous instructional classes: Automobiles, - wheelers and weighty autos.

**2. LITERATURE REVIEW OF THE STUDY**

**According to Shankar S** The Resellers can increase awareness if its brand name in its customers’ creativity and customer’s social media websites as more customers are using social media (such as twitter, face book, my space, and linked in) and rely on their marketing shopping, therefore the promotion of products has become all the more important because it stores information into ensure that marketing reach dealer specific target market.

**According to b Vikas (2000)** Internet is a useful tool promotion of products. The internet gives all the possible information to its customer so that they can compare the products with other products through websites, and advertisements on TV, internet, newspapers and it also states that the use of internet will increase year after and the customers and it also states that use of internet will increase year after year and the customers can get new interesting information in future.

**According to ParidhiBhandari (2012),** Promotion activities to attract customers consumer products, thereby increasing the rate of consumption and increase sales, there is a strong relationship product promotions and consumers’ purchasing buying behavior. Sales promotion tools to help fast sales and use to entire a customer.

**Depending on E. Thangasamy and Dr. Gautam Patikar (2014),** Consumers reason to accomplish the most extreme first in the lecture buyer surplus, whether it be maintainable or impractical, while making buys to gratify their desires. Consequently, business visionaries regularly count on examinations research on powerful consumer conduct to implement item putting out plans and development procedures looking to firmly meet prerequisites. This kind of confounded benefactor looking for conduct, thus, requires essential assessment through analysts in every alcove and niche of this worldwide. In this paper the specialists read up consumer looking for execute, client conduct isn't a similar in just about any region. Customer primary relies after benefits, standard of lifestyle, own family size, and impacting portions of buyer purchasing execute.

**As per Rakesh Kumar (December 2013),** enough time span consumer conduct is described because the primary shown with the guide of clients while seeking for, looking for, the use of, contrasting and pushing off product, administrations and views that they wish will address their issues. The discussion by which, people choose what, why, while, where, how, and from to whom to search for labor and products. Because of growing pay degrees and smooth funds furnished through every financial foundation, my four - wheeler discounts sped up quite. In this particular paper we tenderize buyer purchasing conduct in the direction of the Four Wheel Sector. Also, how clients select positive brands, great items, right help, etc.

**While per D. ARTHI and K. MALAR MATHI (Oct 2013),** Customers who suppose in three particular parts are clients, payers and customers differ in their objective to acquire items, a couple of purchase for needs, simultaneously as a couple of purchase since they need notoriety, Status-looking for clients are people who region additional significance on non-useful properties of an item alongside brilliance, wonder, brand, cultural evaluation, esteem, and many others. Rather than strategic characteristics. Vehicles are a technique for the that folks buy not best for transportation capabilities, but furthermore purchase for comfort, solace, solace, glory/notoriety. Research papers show shoppers have offered 4 wheels to blast their earnings and show their distinction.

**As for every Ratan Binodini Amiya Priyadarsini (May 2013),** As India's financial framework keeps on developing quickly, the vehicle endeavor could be a main beneficiary. This is for the most part genuine inside the car market - from the ones serving clients with 4 rims to those offering business vehicles. Typically the dominating components in the direction of the rear of this development are the development in normal client, normal GDP increment, the occurrence of properly valued engines, and the development of Indian exceptional structure (OEM) creation. Throughout any case, India's course to size mechanization may be extremely exceptional from that of reducing edge worldwide areas; need to prolong new innovation, business undertaking models, and specialists guidelines so anybody can clear the way to fun time vehicle entrance. Your vehicle quarter is one of the midst businesses of the Indian economy, in whose prospects mirror the strength of the Indian financial structure.

**3. CONCLUSION**

The study concluded that, in the old days have very little and the number of users on that fuel cost is very small compared to the current situation. The situation today, everyone wants to buy a car enthusiasm and a car.Now one-day car is a growing number of people’s status and they maintain their life style. New one-day car is growing number of people’s status and they maintain their life style. Promotional tools as advertising promotional material, personal sales , sales promotion and interest marketing is one of the most important media publicity vehicles.The most important television media advertising and promotion of it is followed by magazines, newspaper, billboard and broad costing. Select the brand of the ambassador was very beneficial for promotion of the option of celebrities as ambassador brand products can be easily positioned in the minds of the customer.

**REFERENCES**

1. BHADRAPPA HARALAYYA , P.S.AITHAL , PERFORMANCE AFFECTING FACTORS OF INDIAN BANKING SECTOR: AN EMPIRICAL ANALYSIS, George Washington International Law Review, Vol.- 07 Issue -01, April-June 2021, PAGE No : 607-621, Available at: [http://archive-gwilr.org/wp-content/uploads/2021/06/Bhadrappa-Haralayya.pdf](about:blank)
2. BHADRAPPA HARALAYYA , P.S.AITHAL , TECHNICAL EFFICIENCY AFFECTING FACTORS IN INDIAN BANKING SECTOR: AN EMPIRICAL ANALYSIS, Turkish Online Journal of Qualitative Inquiry (TOJQI), Vol.- 12 Issue -03, June 2021, PAGE No : 603-620, Available at: https://www.tojqi.net/index.php/journal/article/view/791/242
3. BHADRAPPA HARALAYYA , P.S.AITHAL , IMPLICATIONS OF BANKING SECTOR ON ECONOMIC DEVELOPMENT IN INDIA, George Washington International Law Review, Vol.- 07 Issue -01, April-June 2021, PAGE No : 631-642

Available at: http://archive-gwilr.org/wp-content/uploads/2021/06/Bhadrappa-Haralayya-1.pdf

1. BHADRAPPA HARALAYYA , P.S.AITHAL ,STUDY ON PRODUCTIVE EFFICIENCY OF BANKS IN DEVELOPING COUNTRY, International Research Journal of Humanities and Interdisciplinary Studies ([www.irjhis.com](about:blank)) ,Volume: 2, Issue: 5, May 2021, Page No : 184-194.Available at : [http://irjhis.com/paper/IRJHIS2105025.pdf](about:blank)
2. Haralayya B, Jeelan BV, Vibhute NS. Capital Structure and Factors Affecting Capital Structure. J Adv Res Eco Busi Mgmt 2021; 4(2): 4-35.
3. Vibhute NS, Haralayya B, Jeelan BV. Performance Evaluation of Selected Banks using Ratio Analysis. J Adv Res Eco Busi Mgmt 2021; 4(2): 36-44
4. Jeelan BV, Haralayya B, Vibhute NS. A Study on Empirical Analysis of Relationship between FPI and NIFTY Returns. J Adv Res Acct Fin Mgmt 2021; 3(2): 3-22
5. Jeelan BV, Haralayya B, Vibhute NS. A Study on Performance Evaluation of Initial Public Offering (IPO). J Adv Res Pub Poli Admn 2021; 3(2): 12-26.
6. Basha VJ, Haralayya B, Vibhute NS. Analysis of Segment Reporting with Reference to Selected Software Companies. J Adv Res Entrep Innov SMES Mgmt 2021; 4(2): 9-26.
7. Jeelan BV, Haralayya B, Vibhute NS. Co-Movement and Integration among Stock Markets: A Study of 10 Countries. J Adv Res Acct Fin Mgmt 2021; 3(2): 23-38.
8. Jeelan BV, Haralayya B, Vibhute NS. A Comparative Study on Selected Foreign Currencies. J Adv Res Eco Busi Mgmt 2021; 4(2): 45-5
9. Bhadrappa Haralayya . "A Study on Customer Satisfaction at TVS Vanish Motors Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 117-127
10. Bhadrappa Haralayya . "Consumer Buying Behavior at Kailash Motors Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 128-137
11. Bhadrappa Haralayya . "Credit Risk of Canara Bank Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 138-149
12. Bhadrappa Haralayya . "Effect of Branding on Consumer Buying Behaviour in Bharat Ford Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 150-159
13. Bhadrappa Haralayya . "Employee Engagement at Kharanja Industry Pvt Ltd Humanbad" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 160-170
14. Bhadrappa Haralayya . "Employee Performance Appraisal at Sri Veerabhadreshwar Motors Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 171-183
15. Bhadrappa Haralayya . "Employees Traning and Development at Mgssk Ltd Bhalki" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 184-196
16. Bhadrappa Haralayya . "Impact of Financial Statement Analysis on Financial Performance in Lahoti Motors Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 197-206
17. Bhadrappa Haralayya . "Impact of Ratio Analysis on Financial Performance in Royal Enfield (Bhavani Motors) Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 207-222
18. Bhadrappa Haralayya . "Sales Promotion at Keshva Enterprise Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 223-232
19. Bhadrappa Haralayya . "The Impact of Safety and Health Measures of Employees at KJD Pharma Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 233-242
20. Bhadrappa Haralayya . "Comparative Analysis of Mutual Funds in Geojit Financial Services Ltd Gulbarga" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 243-251
21. Bhadrappa Haralayya . "Cost Analysis at MGSSK Bhalki" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 252-258
22. Bhadrappa Haralayya . "Employee Compensation Management at Vani Organic Pvt Ltd Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 259-266
23. Bhadrappa Haralayya . "Employees Performance Appraisal of Chettinad Cement Gulbarga" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 267-277
24. Bhadrappa Haralayya . "Ratio Analysis in Muthoot Finance Ltd Aurad" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 278-284
25. Bhadrappa Haralayya . "Study on Promotion Mix Strategy Towards Big Bazaar Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 285-291
26. Bhadrappa Haralayya . "Study on Sales Promotion Techniques Used by VKG Bajaj at Kalaburagi" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 292-298
27. Bhadrappa Haralayya . "Working Capital Management in Hyundai Showroom Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 299-308
28. Bhadrappa Haralayya "Study on Performance Evaluation of Mutual Funds" Iconic Research And Engineering Journals Volume 5 Issue 10 2022 Page 29-36
29. Bhadrappa Haralayya . "The Performance of Mutual Fund Schemes in The Framework of Risk and Return" Iconic Research And Engineering Journals Volume 5 Issue 10 2022 Page 37-44
30. Bhadrappa Haralayya . "Risk And Return Analysis of Mutual Funds with Reference to Banks" Iconic Research And Engineering Journals Volume 5 Issue 10 2022 Page 45-55
31. Bhadrappa Haralayya . "Comparative Study on Performance Evaluation of Mutual Funds with Reference to Banking Funds" Iconic Research And Engineering Journals Volume 5 Issue 10 2022 Page 56-64
32. Bhadrappa Haralayya, Mamta “Review on Mutual Funds in Financial Services” Quest Journal of Research in Business and Management ,Volume 10,Issue 5 2022 Pages 77-82.
33. HARALAYYA, BHADRAPPA. "An Exploratory Investigation On Implications Of Corporate Governance On Financial Performance In India." Journal of Positive School Psychology 6.8 (2022): 633-647.
34. HARALAYYA, BHADRAPPA. "CHANGE IN CONSUMER BUYING BEHAVIOR: INCLINATION TOWARD E-COMMERCE COMPANIES." International Journal of Early Childhood Special Education 14.5 (2022): Pages 6025-3030.
35. Haralayya Bhadrappa, “Financial Management” KD Publication ,2022
36. Gowriswari, S., Raman, R., Haralayya, B., & Vibhute, N. S. (2022, October). Medical image learning by integrating image grade and kernel processing into feature extraction. In AIP Conference Proceedings (Vol. 2519, No. 1, p. 030012). AIP Publishing LLC.
37. Prasad, V., Haralayya, B., Jayashree, R. A., Prabavathy, A. K., & Selvarasu, S. (2023, January). Creating a cost-effective network of operational resources for wireless networks. In AIP Conference Proceedings (Vol. 2523, No. 1, p. 020087). AIP Publishing LLC.
38. V. S. Kumar, A. Alemran, S. K. Gupta, B. Hazela, C. K. Dixit and B. Haralayya, "Extraction of SIFT Features for Identifying Disaster Hit areas using Machine Learning Techniques," *2022 International Conference on Knowledge Engineering and Communication Systems (ICKES)*, Chickballapur, India, 2022, pp. 1-5, doi: 10.1109/ICKECS56523.2022.10060037.
39. M. Sakthivel, S. Kant Gupta, D. A. Karras, A. Khang, C. Kumar Dixit and B. Haralayya, "Solving Vehicle Routing Problem for Intelligent Systems using Delaunay Triangulation," *2022 International Conference on Knowledge Engineering and Communication Systems (ICKES)*, Chickballapur, India, 2022, pp. 1-5, doi: 10.1109/ICKECS56523.2022.10060807.
40. V. S. Kumar, A. Alemran, D. A. Karras, S. Kant Gupta, C. Kumar Dixit and B. Haralayya, "Natural Language Processing using Graph Neural Network for Text Classification," *2022 International Conference on Knowledge Engineering and Communication Systems (ICKES)*, Chickballapur, India, 2022, pp. 1-5, doi: 10.1109/ICKECS56523.2022.10060655.
41. S. Tahilyani, S. Saxena, D. A. Karras, S. Kant Gupta, C. Kumar Dixit and B. Haralayya, "Deployment of Autonomous Vehicles in Agricultural and using Voronoi Partitioning," *2022 International Conference on Knowledge Engineering and Communication Systems (ICKES)*, Chickballapur, India, 2022, pp. 1-5, doi: 10.1109/ICKECS56523.2022.10060773.
42. V. S. Kumar, M. Sakthivel, D. A. Karras, S. Kant Gupta, S. M. Parambil Gangadharan and B. Haralayya, "Drone Surveillance in Flood Affected Areas using Firefly Algorithm," *2022 International Conference on Knowledge Engineering and Communication Systems (ICKES)*, Chickballapur, India, 2022, pp. 1-5, doi: 10.1109/ICKECS56523.2022.10060857.
43. Haralayya, B. 5. The Impact of AI on Consumerism.
44. Khan, B., Kumar, P., Soubhari, T., Haralayya, B., & Priya, U. “DATA PERFORMANCE ON COMPARATIVE STUDY OF PUBLIC SECTOR AND PRIVATE SECTOR BANKS IN INDIA” Manager – The British Journal of Administrative Management, Volume 58, Issue 156,2022 Pages 109-122
45. Bhanu, M. V. V., Khan, B., Haralayya, B., Khan, S. A., Magdaline, J. M. S., & Jafersadhiq, “A. SERVICE QUALITY AND CUSTOMER SATISFACTION FOR BANKING SYSTEM” . Manager – The British Journal of Administrative Management, Volume 58, Issue 156,2022 Pages 123-130.
46. Dr. P. Vamsi Krishna Dr. Swapna Datta Khan, Dr. Sachin Wankhede, Dr. Chadalavada Lakshmi Nath, Dr. Bhadrappa Haralayya, Bhola Khan “A STUDY ON SERVICE QUALITY DIMENSIONS AND FACTORS AFFECTING CUSTOMER SATISFACTION IN E-BANKING FUNCTIONALITY” Korea Review Of International Studies,Volume 15,Issue 41,2022 Pages 119-133.
47. Dr. Parvez alam khan M. Harish Behin, Dr. C. L. Jeba Melvin, Dr. Bhadrappa Haralayya, Bhola Khan, Rohit Mishra “TECHNICAL IMPACT OF E-BANKING ON OPERATIONAL PERFORMANCE SERVICE QUALITY ON CUSTOMER SATISFACTION IN PRIVATE AND PUBLIC BANK” Korea Review Of International Studies,Volume 15,Issue 41,2022 Pages 134-145.
48. Dr. Priyanka Kaushik Dr. A. Balamurugan, Dr. M. Vamsi Krishna, Dr. Rajib Bhattacharya, Dr. Shariq Mohammed, Dr. Bhadrappa Haralayya “ROBOTIC PROCESS AUTOMATION (RPA) IN ACCOUNTING AND AUDITING OF BUSINESS AND FINANCIAL INFORMATION” Manager – The British Journal Of Administrative Management, Volume 58, Issue 157,2023 Pages 127-142
49. HARALAYYA, B., & AITHAL, P. S. (2022). BANKS AND FINANCIAL INSTITUTION.
50. Dr. Santosh Jagtap Dr. Rashmi B H, Dr. Raghavendra Kulkarni ,Dr Bhadrappa Haralayya, (2023). MACHINE LEARNING BASED FINANCIAL MANAGEMENT.
51. A. Kishore Kumar, A. Alemran, D. A. Karras, S. Kant Gupta, C. Kumar Dixit and B. Haralayya, "An Enhanced Genetic Algorithm for Solving Trajectory Planning of Autonomous Robots," *2023 IEEE International Conference on Integrated Circuits and Communication Systems (ICICACS)*, Raichur, India, 2023, pp. 1-6, doi: 10.1109/ICICACS57338.2023.10099994.
52. R. Bhattacharya, Kafila, S. H. Krishna, B. Haralayya, P. Nagpal and Chitsimran, "Modified Grey Wolf Optimizer with Sparse Autoencoder for Financial Crisis Prediction in Small Marginal Firms," *2023 Second International Conference on Electronics and Renewable Systems (ICEARS)*, Tuticorin, India, 2023, pp. 907-913, doi: 10.1109/ICEARS56392.2023.10085618.
53. Dr. Bhadrappa Haralayya . "Review on Effect of Branding on Consumer Buying Behaviour" Iconic Research And Engineering Journals Volume 6 Issue 10 2023 Page 81-91
54. Dr. Bhadrappa Haralayya ; Dr. Mamta Mallikarjun . "Review on Employees Job Satisfaction" Iconic Research And Engineering Journals Volume 6 Issue 10 2023 Page 135-143
55. Dr. Bhadrappa Haralayya . "Review on Employees Training and Development" Iconic Research And Engineering Journals Volume 6 Issue 10 2023 Page 144-151
56. Dr. Bhadrappa Haralayya ; Dr. Mamta Mallikarjun . "Review on Promotion Mix Strategy" Iconic Research And Engineering Journals Volume 6 Issue 10 2023 Page 152-161
57. Dr. Bhadrappa Haralayya ; Dr. Mamta Mallikarjun . "Review on Ratio Analysis of Financial Performance" Iconic Research And Engineering Journals Volume 6 Issue 10 2023 Page 162-171
58. Dr. Bhadrappa Haralayya . "Review on Ratio Analysis" Iconic Research And Engineering Journals Volume 6 Issue 10 2023 Page 172-181
59. Rohit Kumar Dr Manish Kumar Jaisal,Raman R Tirpude,Dr Bhadrappa Haralayya,Dr. Priyanka Agarwal,Dr. Shweta Rani “ENVIORNMENT AND SUSTAINABLE DEVELOPMENT A THEORITICAL FRAMEWORK” European Chemical Bulletin ,Volume 12, Issue 5,2023,Pages 362-372
60. S. K. Gupta, W. Ahmad, D. A. Karras, A. Khang, C. K. Dixit and B. Haralayya, "Solving Roulette Wheel Selection Method using Swarm Intelligence for Trajectory Planning of Intelligent Systems," *2023 International Conference on Recent Trends in Electronics and Communication (ICRTEC)*, Mysore, India, 2023, pp. 1-5, doi: 10.1109/ICRTEC56977.2023.10111861.
61. S. K. Gupta, V. S. Kumar, A. Khang, B. Hazela, N. T and B. Haralayya, "Detection of Lung Tumor using an efficient Quadratic Discriminant Analysis Model," *2023 International Conference on Recent Trends in Electronics and Communication (ICRTEC)*, Mysore, India, 2023, pp. 1-6, doi: 10.1109/ICRTEC56977.2023.10111903.
62. S. K. Gupta, A. Alemran, P. Singh, A. Khang, C. K. Dixit and B. Haralayya, "Image Segmentation on Gabor Filtered images using Projective Transformation," *2023 International Conference on Recent Trends in Electronics and Communication (ICRTEC)*, Mysore, India, 2023, pp. 1-6, doi: 10.1109/ICRTEC56977.2023.10111885.
63. S. K. Gupta, S. Saxena, A. Khang, B. Hazela, C. K. Dixit and B. Haralayya, "Detection of Number Plate in Vehicles using Deep Learning based Image Labeler Model," *2023 International Conference on Recent Trends in Electronics and Communication (ICRTEC)*, Mysore, India, 2023, pp. 1-6, doi: 10.1109/ICRTEC56977.2023.10111862.
64. Dr Manish Kumar Jaisal,Raman R Tirpude,Dr Bhadrappa Haralayya,Dr. Priyanka Agarwal,Dr. Shweta Rani Rohit Kumar “ Environment And Sustainable Development A Theoretical Framework , European Chemical Bulletin, Volume 12,,Issue 5,Pages 362-372
65. Dr Bhadrappa Haralayya, Dr. Parveen Roja M, Dr. Mona Sinha, Rikhi Yadav, Dr.Premasish Roy Alok Suresh Shah “Challenges And Impact Of Artificial Intelligence On Sustainable Development And E-Markets, European Chemical Bulletin ,Volume 12,,Issue 5,Pages 609-621
66. Haralayya, Bhadrappa. "A Study on Duration Gap Method and Interest Rate Risk Management." Journal of Survey in Fisheries Sciences 10.1S (2023): 5674-5685.
67. Dr Bhadrappa Haralayya A Study On Liquidity Risk Management European Chemical Bulletin ,Volume 12, Issue 4,Pages 6114-6125
68. Dr. Bhadrappa haralayya. (2023). An Empirical Investigation In Anlysing The Critical Factors Of Machine Learning Towards Risk Management In Banks Using Multivariate Analysis Of Variance (Manova). CEMJP, 31(2), 989–996. [https://doi.org/10.57030/23364890.cemj.31.2.102](about:blank)
69. Sharma, N., William, P., Kulshreshtha, K., Sharma, G., Haralayya, B., Chauhan, Y., & Shrivastava, A. (2023). Human Resource Management Model with ICT Architecture: Solution of Management & Understanding of Psychology of Human Resources and Corporate Social Responsibility. Journal for ReAttach Therapy and Developmental Diversities, 6(9s (2)), 219-230.
70. . Tripathi, N., William, P., Sharma, G., Haralayya, B., Maheswari, K., & Kulshreshtha, K. (2023). Is Digital Business Growth in a Green Economy with Environmental Sustainability Accelerate the Organizational Positive Thinking and Potential. Journal for ReAttach Therapy and Developmental Diversities, 6(9s (2)), 209-218.
71. Manoj B Pandey Dr Bhadrappa Haralayya, Sunil Kumar Vohra, Smiley Gandhi E-COMMERCE AND ITS IMPACT ON GLOBAL BUSINESS, 2023 ,Volume-1, Pages 1-201
72. Srivastava, A. K., John, E. P., Haralayya, B., Sharma, G., Deshmukh, R., & Thamaraiselvi, G. (2023). Regression and Correlation Analysis on Profitability of Working Capital (WC) and its Psychological Impacts on Entrepreneur & Employees. Journal for ReAttach Therapy and Developmental Diversities, 6(10s (2)), 257-269.
73. Vohra, S. K., Kumar, V. S., Krishnamoorthy, R., Mahesh, P., Haralayya, B., Soni, N., & Gupta, S. K. (2024). Original Research Article The 5G revolution: Tackling challenges in smart cities and intelligent transportation systems. Journal of Autonomous Intelligence, 7(2).
74. Haralayya, B., Mishra, A., Singh, M., & Muda, I. (2024). A Study on the Performance of the Banking Industry During the COVID-19 Crisis. In Advancements in Business for Integrating Diversity, and Sustainability (pp. 82-87). Routledge.
75. Rao, M. K., Haralayya, B., Mishra, A., & Muda, I. (2024, March). Credit Risk Assessment in Banking Industry Using Optimization Based ML Algorithm. In Advancements in Business for Integrating Diversity, and Sustainability: International Analytics Conference 2023| IAC 2023 February 2& 3, 2023| Virtual Conference (p. 93). Taylor & Francis.
76. Yadav, B. S., Haralayya, B., Kumar, V., & Muda, I. (2024, March). Analysis on the Impact of Mediating role of Human Capital on the HR Management Practices. In Advancements in Business for Integrating Diversity, and Sustainability: International Analytics Conference 2023| IAC 2023 February 2& 3, 2023| Virtual Conference (p. 116). Taylor & Francis.
77. Gupta, S. K., Haralayya, B., Kumar, V., & Muda, I. (2024, March). Prediction of Customer Default in E-commerce based on Spider Monkey Optimized Scalar Random Forest Algorithm. In Advancements in Business for Integrating Diversity, and Sustainability: International Analytics Conference 2023| IAC 2023 February 2& 3, 2023| Virtual Conference (p. 57). Taylor & Francis.